



Research Division Note #19 - January 7, 1987

1,563 RETAIL ART DEALERS REPORT 1982 SALES OF
NEARLY \$700,000,000

An Economic Census is conducted by the U.S. Bureau of the Census every five years. The reference years are the second and seventh year of the decade. The National Endowment for the Arts has purchased special tables of previously unpublished data collected in these Censuses. This Research Division Note about retail art dealers is the first to utilize these data.

Each of the 50 states (and the District of Columbia) has retail art dealers. Together, they number 1,563 independent establishments who say that the sale of art is their primary activity. Total 1982 sales were \$694,847,000 of which art comprised 95 percent, artist materials and supplies comprised less than one percent, and other merchandise comprised about four percent.

The top five states ranked in terms of numbers of retail art dealers are:

New York	209
California	205
Texas	108
Florida	82
Illinois	79

Average retail art dealer sales top the national average in seven states:

New York	\$1,085,000
Massachusetts	625,000
Texas	562,370
California	553,259
Wyoming	522,818
Illinois	468,671
Louisiana	460,136
National Average Sales	\$ 444,560

The large metropolitan areas dominate the U.S. art market. The New York City metropolitan area alone was responsible for one-third of U.S. retail art dealer sales. The top five metropolitan area retail art dealer markets are:

New York City	\$220,777,000
Los Angeles-Long Beach	48,105,000
Chicago	35,696,000
San Francisco-Oakland	28,284,000
Boston	27,884,000

These metropolitan areas have combined retail art dealer sales of \$360,746,000 or 52 percent of the total.

The states of New York and California have nearly the same number of retail art dealers. However, there is a vast difference in the value of their total sales. In New York, 209 retail art dealers had total sales of \$226,765,000-- averaging \$1,085,000. In California, 205 retail art dealers had total sales of \$113,418,000--averaging \$553,259.

The retail art dealers in the states of New York and California are an interesting contrast in terms of location as well as sales. In New York, almost all of the retail art dealers are concentrated in the New York City metropolitan area (which includes Bergen County, NJ). The Nassau- Suffolk metropolitan area in New York adds an additional 15 retail art dealers. Together, these two adjacent metropolitan areas have 204 of the 209 New York state retail art dealers who reported to the 1982 Economic Census. In California, on the other hand, there is a much broader distribution of retail art dealers. Los Angeles-Long Beach has 60 dealers; San Francisco-Oakland, 50 dealers; San Diego, 31 dealers; Anaheim-Santa Ana-Garden Grove, 17 dealers; and other places in the State, 47 dealers.

In the Washington metropolitan area, consisting of the District of Columbia and surrounding counties of Maryland and Virginia, 60 art dealers reported total sales of \$20,000,767. Their sales average of \$346,117 was below the overall national average of \$444,560. More than half the number of dealers, 33 of the 60, were located in the surrounding suburban counties of Maryland and Virginia.

CAVEATS: This note describes retail art dealers who submitted reports in the 1982 Economic Census. The sales data should not be interpreted as the total of art sales in the U.S., because art is also sold by museum shops, art and craft fairs, auction houses, and other retail establishments that do not consider the sale of art as their primary business. Therefore, the sales of art by all sources is probably substantially greater than \$700,000,000 as of 1982. Furthermore, 1982 was in a recession period that had its peak in July of 1981 and trough in November of 1982. The recession may have dampened the sales of art in 1982 that are described in these data.

The term 'Art', as used in this Note, may include contemporary art, art of all previous periods, art of all media, antiques, and objects d'art.

U.S. RETAIL ART DEALERS AND THEIR SALES IN 1982 BY STATES

	Number of Retail Art Dealers		Sales of Art		Sales of Artists' Materials and Supplies		TOTAL SALES*		Average Dealer Sales
TOTAL United States	1563	100.00%	\$662,880,000	100.00%	\$6,015,000	100.00%	\$694,847,000	100.00%	\$ 444,560
New York	209	13.37%	224,575,000	33.88%	138,000	2.29%	226,765,000	32.64%	1,085,000
California	205	13.12%	108,274,000	16.33%	1,271,000	21.13%	113,418,000	16.32%	553,259
Texas	108	6.91%	57,303,000	8.64%	585,000	9.69%	60,736,000	8.74%	562,370
Illinois	79	5.05%	35,076,000	5.29%	234,000	3.97%	37,025,000	5.33%	468,671
Massachusetts	54	3.45%	(C)	(C)	(C)	(C)	33,750,000	4.86%	625,000
Florida	82	5.25%	19,223,000	2.90%	119,000	1.98%	19,715,000	2.84%	240,427
Arizona	51	3.26%	17,278,000	2.61%	216,000	3.59%	17,923,000	2.58%	351,431
Michigan	47	3.01%	(C)	(C)	(C)	(C)	15,502,000	2.23%	329,830
Pennsylvania	46	2.94%	11,390,000	1.72%	293,000	4.87%	12,357,000	1.78%	268,630
New Jersey	32	2.05%	(C)	(C)	(C)	(C)	12,039,000	1.73%	376,219
District of Columbia	27	1.73%	(C)	(C)	(C)	(C)	11,389,000	1.64%	421,815
New Mexico	39	2.50%	9,147,000	1.38%	-	-	10,645,000	1.53%	272,949
Louisiana	22	1.41%	9,633,000	1.45%	(D)	(D)	10,123,000	1.46%	460,136
Colorado	39	2.50%	8,745,000	1.32%	(D)	(D)	8,919,000	1.28%	228,692
Virginia	27	1.73%	(C)	(C)	(C)	(C)	8,518,000	1.23%	315,481
Maryland	36	2.30%	6,167,000	0.93%	520,000	8.65%	7,635,000	1.10%	212,083
Ohio	49	3.13%	6,685,000	1.01%	173,000	2.88%	6,996,000	1.01%	142,776
Wyoming	11	0.70%	(C)	(C)	(C)	(C)	5,751,000	0.83%	522,818
Hawaii	17	1.09%	5,700,000	0.86%	-	-	5,700,000	0.82%	335,294
Minnesota	30	1.92%	4,957,000	0.75%	(D)	(D)	5,528,000	0.80%	184,267
Connecticut	22	1.41%	4,674,000	0.71%	47,000	0.78%	4,896,000	0.70%	222,545
Wisconsin	26	1.66%	3,803,000	0.57%	36,000	0.60%	4,288,000	0.62%	164,923
Washington	18	1.15%	3,870,000	0.58%	(D)	(D)	4,141,000	0.60%	230,056
Georgia	21	1.34%	3,045,000	0.46%	-	-	4,076,000	0.59%	194,095
Tennessee	24	1.54%	(C)	(C)	(C)	(C)	3,880,000	0.56%	161,667
South Carolina	22	1.41%	(C)	(C)	(C)	(C)	3,854,000	0.55%	175,182
Missouri	18	1.15%	(C)	(C)	(C)	(C)	2,910,000	0.42%	161,667
Oregon	13	0.83%	2,696,000	0.41%	-	-	2,724,000	0.39%	209,538
Nevada	9	0.58%	2,462,000	0.37%	-	-	2,511,000	0.38%	290,111
Iowa	13	0.83%	2,527,000	0.38%	-	-	2,588,000	0.37%	199,077
North Carolina	17	1.09%	2,167,000	0.33%	(D)	(D)	2,543,000	0.37%	149,588
Indiana	8	0.51%	2,393,000	0.36%	(D)	(D)	2,527,000	0.36%	315,875
Vermont	7	0.45%	(D)	(D)	(D)	(D)	2,399,000	0.35%	342,714
Oklahoma	15	0.96%	2,160,000	0.33%	-	-	2,392,000	0.34%	159,467
Montana	11	0.70%	2,170,000	0.33%	(D)	(D)	2,304,000	0.33%	209,455
Alaska	5	0.32%	1,460,000	0.22%	(D)	(D)	2,157,000	0.31%	431,400
Kentucky	20	1.28%	(C)	(C)	(C)	(C)	1,929,000	0.28%	96,450
New Hampshire	8	0.51%	1,001,000	0.15%	-	-	1,601,000	0.23%	200,125
Alabama	3	0.19%	(D)	(D)	(D)	(D)	1,362,000	0.20%	170,250
Idaho	5	0.32%	(C)	(C)	(C)	(C)	952,000	0.14%	190,400
Delaware	6	0.38%	(C)	(C)	(C)	(C)	799,000	0.11%	133,167
North Dakota	4	0.26%	(S)	(S)	(S)	(S)	666,000	0.10%	166,500
West Virginia	8	0.51%	(C)	(C)	(C)	(C)	529,000	0.08%	66,125
Kansas	8	0.51%	501,000	0.08%	(D)	(D)	514,000	0.07%	64,250
Arkansas	7	0.45%	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Maine	2	0.13%	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Mississippi	2	0.13%	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Nebraska	3	0.19%	(D)	(D)	(D)	(D)	(D)	(D)	(D)
Rhode Island	5	0.32%	(D)	(D)	(D)	(D)	(D)	(D)	(D)
South Dakota	3	0.19%	(S)	(S)	(S)	(S)	(S)	(S)	(S)
Utah	9	0.58%	(D)	(D)	(D)	(D)	(D)	(D)	(D)

U.S. RETAIL ART DEALERS AND THEIR SALES IN 1982 BY MAJOR METROPOLITAN AREAS

	Number of Retail Art Dealers		Sales of Art		Sales of Artists' Materials and Supplies		TOTAL SALES*		Average Dealer Sales
TOTAL United States	1563	100.00%	\$662,880,000	100.00%	\$6,015,000	100.00%	694,847,000	100.00%	\$ 444,560
New York, NY-NJ	189	12.09%	218,689,000	32.99%	(D)	(D)	220,777,000	31.77%	1,168,132
Los Angeles-Long Beach, CA	60	3.84%	46,825,000	7.06%	(D)	(D)	48,105,000	6.92%	801,750
Chicago, IL	70	4.48%	34,052,000	5.14%	(D)	(D)	35,696,000	5.14%	509,943
San Francisco-Oakland, CA	50	3.20%	27,846,000	4.20%	(D)	(D)	28,284,000	4.07%	565,680
Boston, MA	36	2.30%	(C)	(C)	(C)	(C)	27,884,000	4.01%	774,556
Dallas-Fort Worth, TX	35	2.24%	23,662,000	3.57%	423,000	7.03%	25,631,000	3.69%	732,314
Houston, TX	32	2.05%	(C)	(C)	(C)	(C)	24,220,000	3.49%	756,875
Washington, DC-MD-VA	60	3.84%	(C)	(C)	(C)	(C)	20,767,000	2.99%	346,117
San Diego, CA	31	1.98%	14,044,000	2.12%	(D)	(D)	15,280,000	2.20%	492,903
Detroit, MI	34	2.18%	10,999,000	1.66%	(D)	(D)	11,469,000	1.65%	337,324
Philadelphia, PA-NJ	27	1.73%	7,921,000	1.19%	(D)	(D)	8,140,000	1.17%	301,481
Denver-Boulder, CO	28	1.79%	7,557,000	1.14%	-	-	7,586,000	1.09%	270,929
Anaheim-Santa Ana-Garden Grove, CA	17	1.09%	5,346,000	0.81%	-	-	5,656,000	0.81%	332,706
Baltimore, MD	20	1.28%	4,685,000	0.71%	-	-	5,447,000	0.78%	272,350
Minneapolis-St. Paul, MN	24	1.54%	4,330,000	0.65%	-	-	4,707,000	0.68%	196,125
Seattle-Everett, WA	15	0.96%	3,431,000	0.52%	-	-	3,681,000	0.53%	245,400
Atlanta, GA	16	1.02%	2,528,000	0.38%	-	-	3,412,000	0.49%	213,250
Nassau-Suffolk, NY	15	0.96%	3,012,000	0.45%	-	-	3,247,000	0.47%	216,467
St. Louis, MO-IL	14	0.90%	(C)	(C)	(C)	(C)	2,418,000	0.35%	172,714

Footnotes

* Total Sales includes Art, Artists' Materials and Supplies and Other (catalogs, greeting cards, gift wrap, calendars, etc.). Overall, Art comprise 95 percent of sales, Artists' Materials and Supplies comprise less than 1 percent, and Other comprise about 4 percent of Total Sales. The breakdown of Other is not shown separately in the tables but may be obtained by subtraction.

- Represents zero.

(C) Coverage factor is below 50 percent. These data are not presented for the geographic location because fewer than half of the responding art dealers provided a breakdown of their total sales. The estimated breakdown for the geographic location, however, is in the column total for the Total U.S.

(D) Data has been withheld to avoid disclosure for individual art dealers. The data is included in the column total for the Total U.S.

(S) Data is not available because the response rate for this question was zero at this geographic location. Estimated data are included in the column total for the Total U.S.